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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/887,545	06/21/2001	Paul Dagum	M-10953 US	5824
33031	7590	04/12/2006	EXAMINER	
CAMPBELL STEPHENSON ASCOLESE, LLP			JEANTY, ROMAIN	
4807 SPICEWOOD SPRINGS RD.				
BLDG. 4, SUITE 201			ART UNIT	PAPER NUMBER
AUSTIN, TX 78759				3623

DATE MAILED: 04/12/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)	
	09/887,545	DAGUM ET AL.	
	Examiner	Art Unit	
	Romain Jeanty	3623	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 27 December 2005.
- 2a) This action is FINAL. 2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1-18 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) Claim(s) _____ is/are allowed.
- 6) Claim(s) 1-18 is/are rejected.
- 7) Claim(s) _____ is/are objected to.
- 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) All b) Some * c) None of:
1. Certified copies of the priority documents have been received.
2. Certified copies of the priority documents have been received in Application No. _____.
3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ . |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____ . | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| | 6) <input type="checkbox"/> Other: _____ . |

DETAILED ACTION

1. This Final Office Action is in response to the communication received on December 27, 2005. Claims 1-18 are pending in the application.

Response to Amendment

2. Applicant's amendment has overcome the 35 U.S.C. 101 rejection.

Claim Rejections - 35 USC § 103

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claims 1-2, 7-8, 13-14 are rejected under 35 U.S.C. 103(a) as being unpatentable over Huang et al (US Patent No. 6,151,582) in view of Papageorgiou et al (Faster Evaluation of Multidimensional Integrals) as set forth in the last Office Action mailed on August 17, 2005.

Allowable Subject Matter

5. Claims 3-6, 8-12, 15-18 would be allowable if rewritten to overcome the rejection(s) under 35 U.S.C. 101 rejection set forth in this Office action and to include all of the limitations of the base claim and any intervening claims, as set forth in the last Office Action mailed on August 17, 2005.

Response to Arguments

1. **Applicant's arguments** Applicant's arguments filed December 27, 2005 have been fully considered but they are not persuasive.

Applicants asserted that the cited references lack a teaching or suggestion to combine Huang and Papageorgiou. Applicants further supported their assertion by arguing that Huang does discuss product production or the accuracy of production not disclose formulating a sum of multidimensional integrals corresponding to the estimation of mean production for a specified product. In response, the examiner respectfully disagrees with applicants' arguments because Huang does teach the concept of mean production and using the mean production for assessing the product accuracy. Note col. 60 line 66 through col. 61 line 5; and col. 26, lines 2-58 of Huang.

Applicant further argued that the Papageorgiou's reference does not teach or suggest the use of multidimensional integrals and there is no motivation to combine the references of Huang and Papageorgiou. Again, the examiner respectfully disagrees with applicants' argument because Papageorgiou the concept of using multidimensional integrals for doing estimation analysis. Note Pages 2 and 3 of Papageorgiou. Combining Huang and Papageorgiou would have been obvious to a person of ordinary skill in the art in order to provide market product strategies to a marketing researcher. In addition, formulating and evaluating multidimensional integrals for estimation of structural demand-and supply models for market with differentiated products is well known in the art. Therefore, it would have been obvious to a person of ordinary skill in the art to modify the disclosures of Huang to incorporate the feature of a formulated and evaluated multidimensional integrals in order to analyze questions pertaining to strategies in a market place

through what-if type analyses by taking into account all interdependencies between the demand and supply of the market. Applicants are referred to the teachings pages 1-21 of Michaela et al "A likelihood Approach to Estimating Market Equilibrium Models".

THIS ACTION IS MADE FINAL. Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Romain Jeanty whose telephone number is (571) 272-6732. The examiner can normally be reached on Mon-Thurs 7:30 am - 6:00 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tariq R. Hafiz can be reached on (571) 272-6729. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Art Unit: 3623

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

March 19, 2006



Romain Jeanty
Primary Examiner
Art Unit 3623